Followers' Reception of Anies Baswedan's Image on the @pinterpolitik Social Media Account

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Abstract

Instagram has developed into a media tool in political dynamics. Political content on Instagram can build opinions for media audiences (followers) who access it, so followers become strategic targets for receiving political messages through constructed content. This study aims to describe the followers' reception of Anies Baswedan's image as a 2024 presidential candidate on the @pinterpolitik account. This research method uses a qualitative approach with an interpretative paradigm. Data analysis is used to conclude the reception of @pinterpolitik account followers. The data collection technique uses the in-depth interview method. Informants were selected based on the @pinterpolitik followers who are university students. Reception analysis is used to determine the implications of research subjects for messages in mass media. Stuart Hall's decoding and encoding theory divides followers' positions into three categories to find reception patterns: dominant-hegemonic, negotiation, and opposition. The results of this study show that informants who are followers are in a dominant hegemonic position in receiving information about Anies Baswedan on the @pinterpolitik account. This tendency to gather information from the account is based on their trust in the independence of the @pinterpolitik account in disseminating information. Moreover, every information disseminated has valid and accountable sources and data. Based on the assessment based on information on the @pinterpolitik account, Anies Baswedan's image is positively assessed as an intellectual individual, organized rhetoric, narrating according to data, and a religious individual.

Keywords: Reception analysis; Instagram; social media followers; politics.

Introduction

The practice of democratic politics in the context of general election campaigns has developed along with communication and information technology changes, one of which is through social media. Munzir et al. state that the function of social media is very strong in political contestation in order to gain public attention through campaigns, build political education, and increase voter participation (Munzir, 2019). The strong impact of social media indicates that social media can create a certain point of view on political dynamics. Therefore, social media has now greatly developed its function and role, not limited to communication media, but also as a medium for education, existence, and promotion in politics.

One of the most popular social media platforms in Indonesia is Instagram. Reporting from NapoleonCat social media marketing data in January 2023 shows that as many as 94.5 million people, or around 33.8% of the total population of Indonesia, use Instagram.

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The number of Instagram users is relatively large, which can be exploited by some parties to seek profit, including in the world of politics, where it is used to create points of view or to build opinions with certain goals. This exploitation-prone position was explained by Qadri in his research, which explained that social media could influence public opinion by working through the dissemination of information (Qadri, 2020). Therefore, media audiences (netizens) are very vulnerable to becoming objects for receiving all information contained in content on Instagram social media that contains political information.

Previous research was conducted by Siregar et al. regarding the reception of students from various universities in Jakarta, Bandung, and Garut regarding the reporting of Anies Baswedan as a 2024 presidential candidate in the mass media. Dominantly, they have a cautious attitude in receiving political news in the context of determining politics because mass media cannot be interpreted solely textually but must also be contextually adapted (Siregar et al., 2022).

Reception analysis is a research methodology used to understand the symbolic implications of implied messages in mass media. The study of reception analysis was initially known as an approach generally used to analyze audience responses to television programs (Hall, 2006). However, Qadaruddin and Bakri stated that the development of platforms and content in the media currently fosters the characteristics of an active and participatory media audience as the main focus of media studies (Qadaruddin & Bakri, 2022).

Stuart Hall's decoding and encoding theory can be used in television media analysis and applied to all types of media (Yuting Xie, 2022). Hall divides the categories into three parts to analyze media audiences:

Dominant hegemonic position, meaning that media audiences translate or interpret the dominant ideology according to the meaning of the message that the sender of the message has constructed. So that media audiences are in a position where they agree or accept according to the dominant ideology constructed by the message's sender.

Negotiation position, meaning that media audiences include their social conditions in accepting the dominant ideology they accept. So, media audiences are in a position where they do not necessarily accept it openly, but there are efforts to negotiate the dominant ideology they receive through adjustments and considerations according to their social conditions.

Opposition position means that media audiences do not accept the dominant ideology conveyed. So, media audiences are in a position where they choose to avoid or reject because their social conditions are contrary to the dominant ideology (Storey, 1996).

In finding media audiences' reception or acceptance of content on Instagram social media, Stuart Hall in Morissan is guided by perception, thinking, preferences, and interpretation (AM, 2010). Perception describes an audience's reaction or impression from their five senses in receiving messages in media content. Thinking is a condition where the audience considers, describes, and connects based on knowledge in determining or making a decision. Preference is the audience's subjective actions in selecting or receiving media messages based on their interests. Meanwhile, interpretation is the audience's understanding of a reality in the

message received based on the knowledge they already have (Satria & Rochmaniah, 2021).

Kotler defines an image as a person's overall impression of an object in the minds of audiences. The object in question can be a person, company, or organization, which can be assessed by a person based on that person's belief in the object they see, whether in the form of positive or negative responses, support, and actions (Maulyan et al., 2022).

Many researchers discuss research on reception studies and political communication on social media. However, this research focuses on the reception of the image of the individual who is the presidential candidate displayed in content on social media. First, the research subject focuses on followers. Second, the object of research is the content contained on Instagram social media accounts, which contain images of individuals who are presidential candidates.

The Instagram account @pinterpolitik is an Instagram account that shares politically charged information. In his research regarding the Instagram account @pinterpolitik, Hadi said that as an online news portal, the @pinterpoitik account has the characteristic of presenting political information from various points of view (HADI, 2022). Apart from that, the content presented uses sharp, complete, and trustworthy reviews, as well as partisanship and opposition, which is also carried out by the @pinterpolitik account to reveal the politics behind politics.

The data from the @pinterpolitik account in 2023 is as many as 444,000 followers, uploading content of more than 9,000 posts, consistently uploading at least two pieces of content every day, plus comments that are always present on every piece of content uploaded. These activities indicate that the Instagram account @pinterpolitik is an active account that uploads politically charged content containing presidential candidates, which is busy with various comments; this cannot be separated from the situation approaching the campaign year. The Instagram account @pinterpolitik actively uploads all information about individuals who are, in fact, the 2024 Indonesian presidential candidates, namely Anies Baswedan. Anies Baswedan is the first politician who was declared by the NasDem political party as a candidate for the 2024 Indonesian presidential candidate in October 2022. This statement is one of the reasons why every content containing Anies Baswedan is always busy with comments from followers and netizens.

Various information containing Anies Baswedan content on the @piterpolittik account is always busy with various comments from the audience, one of which is information content containing elements of identity politics where the figure of Anies Baswedan is depicted in a black cap, which is closely related to Muslims. The audience believes Anies Baswedan promotes identity politics, like in 2017 when Anies Baswedan took part in the DKI Jakarta regional head election. Meanwhile, other audiences think that the @pinterpolitik account always provides only positive information about Anies Baswedan and tends to report negatively on Anies Baswedan's political opponents, so the @pinterpolitik account is considered politically tendentious. These various comments indicate that the @pinterpolitik audience tends to make decisions by providing comments to assess the visible message without interpreting the message implied in the information.

Apart from that, there were many comments from the audience of the @pinterpolitik account, who responded to the content containing information about change promoted by Anies Baswedan and his coalition. The audience considered that Anies Baswedan was doubtful in promoting the idea of change rather than the continuation of the current government; this can be seen from Anies Baswedan's statement regarding the Archipelago Capital (IKN) program. Most audiences questioned Anies Baswedan's position as an individual who easily changed his statement initially and refused to continue the IKN program. Meanwhile, quite a few other audiences still support Anies Baswedan to stop the IKN program by prioritizing the interests of the general public. Apart from that, some audiences respond neutrally by giving their opinions on choosing leaders wisely. From the various comments, the @pinterpolitik audience used the language of support and/or insults that stemmed from their egoism. This egotism assessment is supported by @pinterpolitik content, which contains information regarding the electability of all candidates, where the audience supports Anies Baswedan while criticizing the other presidential candidates.

The support for Anies happened because Instagram followers @pinterpolitik could access information about Anies Baswedan as a presidential candidate through content uploaded to Instagram @pinterpolitik. Azhari and Apriadi's research states that followers' responses through comments can be a parameter for followers' position in perceiving uploaded Instagram content (Azhari & Apriadi, 2020). In contrast to this research, where the identities and information of followers were selected according to research criteria, namely followers of the @pinterpolitik account from among students, this was done to find answers that could be measured because they were based on broader knowledge resulting from higher education so that the thinking was criticality becomes validation in answering.

Based on this urgency, this research aims to describe followers' reception of the image of Anies Baswedan as the 2023 Indonesian presidential candidate on the @pinterpolitik account.

Method

This qualitative research attempts to construct reality and understand the meaning, where the process factors, conditions, and purity of the research are the main things to pay attention to (Somantri, 2005).

This research uses a qualitative methodology with an interpretive paradigm to provide meaning or interpret the research object through the researcher's senses.

Researchers try to explore data according to the overall research focus related to social media users' meaning (reception). Meanwhile, research data uses a data collection method with in-depth interviews, namely obtaining data by repeatedly meeting with the research object to understand the research subject's views (Agusta, 2003).

The subjects of this research were chosen based on a purposive sampling technique, namely determining informants according to the research objectives (Lenaini, 2021). The criteria for informants that researchers have determined include followers of the @pinterpolitik Instagram account who are students and have accessed the @pinterpolitik Instagram account. The object

of this research is a post on the Instagram account @pinterpolitik, which depicts the image of Anies Baswedan as a presidential candidate in the upload period from January to February 2023.

According to Miles and Huberman in Rijali's research, data analysis is a series of research processes in achieving research objectives through data reduction, data presentation, and conclusion (Rijali, 2019).

Results

Stuart Hall determines the media audience's reception pattern using four indicators that can explain the reception pattern of followers of the @pinterpolitik account in receiving Anies Baswedan's content: perception, thoughts, preferences, and interpretation.

Perception

Perception is a response, be it a reaction or a message that comes from the audience's experience when receiving messages from the media through their five senses. In another sense, informants responded to @ pinterpolitik by sharing political information, especially content containing information about Anies Baswedan.

In terms of appearance, @pinterpolitik content is considered quite informative, carrying the concept of infographic design, which makes information easy for followers to understand. Infographic design is popular with young people and is one of the strategies for reaching netizens, most of whom users are young. Apart from that, the @pinterpolitik account is considered a neutral and factual information medium in conveying information; the packaging of

material is carried out critically and is based on valid sources and data; this shows that @ pinterpolitik does not take sides with anyone.

Content containing information about Anies Baswedan is packaged objectively by the @pinterpoitik account. This information allows followers to see information from the good and bad sides, plus there is no element of blaming any party, which could impact public opinion so followers can assess Anies Baswedan from various points of view according to their understanding of the information received.

On the other hand, the informant also stated that the @pinterpolitik account used presidential candidate Anies Baswedan's content as a new form of criticizing Jokowi's government. These contents make Anies Baswedan's image good in informants' eyes because the information conveyed by @ pinterpolitik through uploaded content has valid sources and data.

Thought

Thought is a process by which the audience considers, describes, and connects based on knowledge to determine or decide. Informants in this research made their decisions about accessing Anies Baswedan's content on the @pinterpolitik account.

The @pinterpolitik account is one of the media that can be used as a reference in viewing political dynamics in Indonesia because the information in each uploaded piece of content is packaged based on data and facts from reliable sources. This perception includes information about Anies Baswedan, where Anies Baswedan promotes religious identity politics, like his opponent in the nomination, Ganjar Pranowo, who promotes nationalist identity politics. Apart

from that, based on the content on the @pinterpolitik account, the informant could not confirm that Anies Baswedan was a suitable figure in the presidential nomination contest. This perception is due to Anies Baswedan's track record, which has created differences in public opinion, meaning that some groups consider Anies Baswedan's performance good while others consider it bad. Therefore, more than looking at Anies Baswedan from just one perspective is required to describe Anies Baswedan's image as a presidential candidate.

Preference

Preference is a condition where audiences can choose media to serve as a source of messages or information based on their interests. In other words, informants chose the @pinterpolitik account as a source of information about Anies Baswedan, which was chosen subjectively and based on their interest or interests.

The @pinterpolitik account, in packaging its content material, is always based on sources and facts that have a high level of validation so that it can be accounted for. Also, @pinterpolitik is considered an independent and credible information media in conveying information. So, this is one factor that the content on @pinterpolitik is always accepted by netizens, especially its followers, including content that contains information about Anies Baswedan.

Information about Anies Baswedan is analyzed in depth and concluded from various points of view by @pinterpolitik without any political tendencies so that netizens or followers can judge for themselves according to the point of view they believe in.

Interpretation

Interpretation is closely related to experience and knowledge of evidence and theories resulting from available information, combined with experience and new knowledge that is being lived or possessed to obtain a comprehensive definition that can be used to make choices. This definition means that the informants in this research provide their interpretation of the content about Anies Baswedan on the @pinterpolitik account.

The @pinterpolitik account can be considered a trusted information medium, as proven by the packaging of information with reliable sources of data and facts. The reliable sources include content that contains information about Anies Baswedan, who was nominated as a presidential candidate, where Anies Baswedan is described from various points of view, for example, facts that support Anies Baswedan as a presidential candidate, and Anies Baswedan's very competitive credibility. Apart from that, Anies Baswedan is also considered an intellectual figure with good and organized linguistic rhetoric.

Meanwhile, the informant also stated that broadcasts in the media cannot be used as a source of global assessment. This statement means that all positive and negative information related to Anies Baswedan can be seen on the @pinterpolitik account as a point of view for the audience in providing assessments.

Discussion

Reception Analysis

Analysis of media audiences' reception or meaning of media impressions is explained by Hall through the encoding and decoding categorization model, which focuses on audience reception, meaning that audience

acceptance will give rise to a response to the media messages they receive and interpret them based on their experience and knowledge (Hall, 2007).

The meaning of media impressions is formed (encoding) by the sender, which the recipient interprets (decoding). Media audiences as message recipients have categorization to receive media messages; they can translate media messages differently from the message source so that the meaning of the encoding can experience differences by the message recipient. Therefore, the audience's position in responding to media messages can be categorized into several position categories, namely dominant hegemonic, negotiation, and opposition positions (Shaw, 2017). In this research, followers are part of the media audience who can receive media messages based on their knowledge and experience so that they can create a reception for content containing information about Anies Baswedan on the @ pinterpolitik account.

Based on the interview results, which are explained through 4 indicators, namely perception, thoughts, preferences, and interpretation, this can become a pattern in concluding followers' reception of receiving information containing the image of Anies Baswedan on the @pinterpolitik account. As a result, the informant generally has an attitude or is in a dominant hegemonic position in receiving information about Anies Baswedan's image on the @pinterpolitik account. This attitude means informants who are followers of @pinterpolitik can receive and trust content containing political information distributed by @pinterpolitik, including content about Anies Baswedan's image. Followers' attitudes cannot be separated from the sharpness and

depth of the analytical methods used by @ pinterpolitik in packaging information, which is then shared or delivered well and easily understood so that followers, as readers, can more easily understand the substance of the material in the content presented. Apart from that, the packaging of material in every content uploaded by @pinterpolitik, including Anies Baswedan's content, also always contains sources of information related to the substance of the content so that followers can access these sources to research more deeply about the validity of the information from these sources. A closer look at Anies Baswedan's image through the content uploaded by @pinterpolitik means that the information containing Anies Baswedan is packaged objectively by involving various valid sources and data and then connected to the material context of the content through in-depth analysis.

In discussing Anies Baswedan's image, there are various arguments regarding his candidacy as president of Indonesia in 2024. Judging from his performance, informants had different responses about Anies Baswedan when he served as the Ministry of Education and Culture (kemendikbud) and when he served as Governor of DKI Jakarta, where informants with positive responses stated that Anies Baswedan's performance was very good as proven by the achievements and work programs achieved during his tenure. At the same time, informants with negative responses stated that Anies Baswedan was a politician who made many statements, meaning that Anies Baswedan only prioritized statements without any realization through programs. -work program that can be executed well.

In a discussion regarding Anies Baswedan's image in the 2024 presidential nomination contest based on information shared by @pinterpolitik, the informant stated that Anies Baswedan is an individual whose capacity cannot be doubted as a leader, including being appointed president. This faith in Anies can be seen from his track record when he served as the Ministry of Education and Culture (Kemendikbud) and when he was Governor of DKI Jakarta, which produced several quite extraordinary programs and achievements, plus the argument that Anies Baswedan is an intellectual individual because of Anies Baswedan's use of language in very good rhetoric in narrating something based on data. Research by Fikolbi et al. found that students considered Anies Baswedan to be an intellectual individual, where Anies Baswedan's intellectualism was considered to be able to organize and place bureaucracy in its proper place, to bring about a more prosperous life (Fikolbi et al., 2023). Another response is to assess that Anies Baswedan's identity politics is moderately religious; that is, he can integrate changes and developments over time but is close to the religious context. This attitude is in line with research by Haris et al., who stated that in the mass media, Anies Baswedan was framed positively, stating that Anies Baswedan was an intelligent, polite, firm, committed, responsible, and religious individual (Haris et al., 2022). Anies's positive image in the media is supported by netizen sentiment towards Anies Baswedan as a presidential candidate who has received more positive comments than negative comments (Chely Aulia Misrun et al., 2023). However, some other arguments have other points of view in assessing Anies Baswedan's performance, which is felt to be less than optimal, and arguments stating that Anies Baswedan only relies on his rhetoric in narrating without realizing it through programs that can be implemented well.

Dominant Hegemonic Position

Dominant hegemonic is a reception pattern position where the audience has the same ideology as the ideology of the message in the media so that the audience can translate, accept, and approve the message conveyed by the sender of the message. The perception and acceptance of Anies' ideology mean that followers accept the message ideology in content that contains information about Anies Baswedan's image on the @pinterpolitik account.

In packaging information to be distributed via Instagram social media, the @ pinterpolitik account created a visual design concept in the form of infographics, which are popular with young people as the largest users of social media, so this has become a separate strategy for @pinterpolitik in reaching its audience. Also, @pinterpolitik interacts to share information using data and sources from various online media portals (Anjani, 2019).

> *"Informant H, a student with a religious background, concluded that in terms of appearance, the @pinterpolitik account is very attractive because it carries an infographic design concept that is easy to understand. On the other hand, infographics are one of the design themes popular with young people; this is one of the "A strategic step from the @ pinterpolitik account in attracting a social media audience that young people widely access." interview results 9 June, 2023.*

According to the informant, the @ pinterpolitik account is an information medium in that the display of content is presented using an infographic design model,

making it easier for readers to understand the substance of the content. Ruliasto's research explains that infographics are used as a form of visualization in summarizing various sources, making it easier for audiences to get much information (Ruliasto, 2019). Meanwhile, the validity of the content material can be seen and accessed from the sources listed in the content, so that is one of the advantages of the @pinterpolitik account in presenting information content that netizens can trust.

> *"Informant B, with a political background from the party he follows, stated that judging from the independence of the @pinterpolitik account, the content containing Anies Baswedan can be trusted because the information conveyed is based on data and facts. However, it is also necessary to double-check the information conveyed to increase confidence in receiving the information" Interview results 6 June 2023*

The need to crosscheck includes content that contains information about Anies Baswedan, where the content also states information in the form of facts whose authenticity can be verified.

> *"Informants A, M, and Z, who both have organizational or organizational backgrounds at the university level, assess that the content presented by @pinterpolitik is packaged based on reliable sources and facts, so this is one of the factors in receiving the information conveyed." interview results 15 June 2023*

This statement indicates that the @pinterpolitik account is an information media that actively shares informative information and educates its audience in understanding political information so that audiences can receive information for their political information needs (Maulana et al., n.d.). On the other hand, followers of the @pinterpolitik account perceive the content of presidential candidate Anies Baswedan as an objective assessment; this cannot be separated from the thinking of students who tend to be critical in assessing things. Followers of the @pinterpolitik account from among students can also provide more accurate answers to research because the answers given are based on academic, rational, and critical arguments.

Conclusion

In followers' reception of Anies Baswedan's image on the @pinterpolitik account, it is generally in a dominant hegemonic position, meaning that information about Anies Baswedan is well received by his followers due to several factors, including the packaging of the material, which makes it easier for readers to understand the substance of the content, in addition to objectivity. @pinterpolitik in conveying information about Anies Baswedan is considered very positive, especially for people unfamiliar with politics; this is proven by the inclusion of sources whose validity can be traced so that the information can be accounted for. Based on this, the @pinterpolitik account is considered to have an independent attitude in packaging and sharing information, including about Anies Baswedan. The information shared does not have any political interest tendencies, so it does not give rise to a point of view that aims to sway public opinion,

Based on the informant's assessment of Anies Baswedan's image sourced from the content of the @pintepolitik account, he is generally considered positive as an individual nominated as president of Indonesia in 2024. This positive image can be seen from Anies Baswedan's performance and achievements during his time as Ministry of Education and Culture and Governor of DKI Jakarta as well as

personally Anies Baswedan is an intellectual individual, has organized linguistic rhetoric, narrates according to data, and is a religious individual who promotes religious identity politics.

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